

Listing of the Claims

This listing of the claims will replace all prior versions, and listings, of claims in the Application:

1. (Currently Amended) A merchandising system for presenting and storing articles comprising:

a first base having a front and a back, the base being front, a back and sides and configured to support the articles and defining a first space for containing the articles;

an assembly coupled to the base for advancing the articles toward the front of the base;

wherein a first side is configured to be coupled to the first base in a first position to define a first space;

wherein the first side is configured to be coupled to the first base in a second position to define a second space; and

wherein the assembly comprises a member configured to extend beyond the base to create a second third space for containing the articles in addition to the first and second spaces.

2. (Currently Amended) The merchandising system of Claim 1 wherein the sides are not integrally formed with the first base member is configured to extend beyond the back of the base.

3. (Currently Amended) The merchandising system of Claim [[2]] 1 wherein the first side is configured to directly couple to the first base in the first position and the second position shape of the member causes at least a portion of the member to extend beyond the back of the base.

4. (Currently Amended) The merchandising system of Claim [[3]] 1 wherein the member [[is]] comprises a curved pusher.

5. (Currently Amended) The merchandising system of Claim [[4]] 1 wherein the member is integrally formed as one piece.

6. (Currently Amended) The merchandising system of Claim [[3]] 1 wherein the member is configured to extend beyond the back of the first base to create the third space member comprises a generally vertical portion and a generally horizontal portion.

7. (Currently Amended) The merchandising system of Claim [[3]] 1 further comprising members that adjustably couple the sides to the first base wherein the member comprises multiple elements.

8. (Currently Amended) The merchandising system of Claim 7 wherein the members are adjustable in an at least partially vertical direction 2 wherein the member moves along the base to extend beyond the back of the base.

9. (Currently Amended) The merchandising system of Claim [[8]] 1 wherein the member is slidably engaged with the first base.

10. (Currently Amended) The merchandising system of Claim 8 wherein the members are integrally formed with the sides 9 wherein the member is configured to move along a defined path on the base.

11. (Currently Amended) The merchandising system of Claim 1 [[8]] wherein the assembly for advancing the articles further comprises a biasing mechanism that provides a biasing force to the member.

12. (Currently Amended) The merchandising system of Claim 8 wherein the members comprise portions that releasably engage the first base 11 wherein the biasing force causes the member to advance the articles toward the front of the base.

13. (Currently Amended) The merchandising system of Claim 2 wherein the first base has a beveled surface near the back for allowing the articles to advance smoothly.

14. (Currently Amended) The merchandising system of Claim 8 wherein the members are configured to be provided in a first configuration and in a second configuration 2 wherein at least a portion of a back surface of the base is angled upward for allowing the articles to advance smoothly.

15. (Currently Amended) The merchandising system of Claim 14 wherein the members engage the first base in the first configuration and disengage the first base in the second configuration 2 wherein at least a portion of the base is curved to allow the articles to advance smoothly.

16. (Currently Amended) The merchandising system of Claim 15 wherein the second configuration is vertically spaced from the first configuration 2 wherein the system is configured for use with a smaller sized shelving system and a larger sized shelving system without limiting the increased storage potential of the larger sized shelving system.

17. (Currently Amended) The merchandising system of Claim 12 wherein the portions that releasably engage the first base comprise connectors system has an expandable width to provide additional storage space.

18. (Currently Amended) The merchandising system of Claim 1 [[2]] wherein the first base comprises one or more projections on at least one side side elements and a front element for retaining articles.

19. (Currently Amended) The merchandising system of Claim 1 [[18]] wherein the first base does not include a back wall.

20. (Currently Amended) The merchandising system of Claim [[2]] 18 wherein the projections are configured to couple to a side of a second base system is capable of selective size adjustments.

21. (Currently Amended) The merchandising system of Claim [[1]] 18 wherein the projections are configured to couple to apertures on a second base system is configured to maintain articles in a substantially vertical orientation.

22. (Original) The merchandising system of Claim 1 further comprising a panel for displaying article information.

23. (Currently Amended) The merchandising system of Claim 1 wherein the first space and the second space is are storage space spaces for the articles.

24. (Currently Amended) A merchandising system for presenting and storing articles comprising:

a support assembly base having a front, a back and sides and front and a back, the support assembly being configured to support the articles in a substantially vertical orientation; and

a first projection configured to couple a first side to the base in a first position to define a first space and to couple the first side to the base in a second position to define a second space; and

a member movably engaged with the base support assembly and configured to extend beyond the back of the base such that the system may be used with a smaller sized shelving system and a larger sized shelving system without limiting the increased storage potential of the larger sized shelving system.

25. (Currently Amended) The merchandising system of Claim 24 wherein the base and sides define a support assembly defines a first space for containing the articles.

26. (Currently Amended) The merchandising system of Claim 25 wherein the member is configured to extend beyond the back of the base to create a third second space for containing the articles in addition to the first and second spaces.

27. (Currently Amended) The merchandising system of Claim 26 wherein the first projection is configured to directly couple the first side and the base together in the first position and the second position shape of the member causes at least a portion of the member to extend beyond the back of the base.

28. (Original) The merchandising system of Claim 27 wherein the member is at least partially curved.

29. (Currently Amended) The merchandising system of Claim 24 [[27]] wherein the first projection is adjustable in an at least partially vertical direction member is generally not curved.

30. (Original) The merchandising system of Claim 27 wherein the member is integrally formed as one piece.

31. (Currently Amended) The merchandising system of Claim 24 [[26]] wherein the first projection is configured to be provided in a first configuration and in a second configuration member moves along the base to extend beyond the back of the base.

32. (Currently Amended) The merchandising system of Claim 27 [[31]] further comprising a mechanism for advancing the articles toward the front end of the support assembly.

33. (Original) The merchandising system of Claim 32 wherein the mechanism provides a biasing force to the member.

34. (Original) The merchandising system of Claim 33 wherein the biasing force causes the member to advance the articles toward the front end of the base.

35. (Currently Amended) The merchandising system of Claim 31 [[34]] wherein the first projection engages the base in the first configuration and disengages the base in the second configuration member advances along a defined path.

36. (Currently Amended) The merchandising system of Claim 24 wherein the first projection is integrally formed with the first side member ~~is capable of retaining one or more articles beyond the back of the base.~~

37. (Currently Amended) The merchandising system of Claim 35 [[24]] wherein the second configuration is vertically spaced from the first configuration ~~system has an expandable width for additional storage space.~~

38. (Cancelled)

39. (Currently Amended) A merchandising system configured to have a width and to dispense ~~for dispensing~~ products comprising:

a base; and

a first side comprising a first member that couples the first side to the base;

a pusher for providing a force on the products;

wherein the width is adjustable by,

providing the first member in a first configuration wherein the first member is engaged with the first base and the first side is provided in a first position,

providing the first member in a second configuration after being provided in the first configuration wherein the first member is disengaged from the first base, and

providing the first member in a third configuration after being provided in the second configuration wherein the first member is engaged with the first base and the first side is provided in a second position,

wherein the pusher comprises an arm a member capable of extending beyond a back of the base such that one or more of the products may be retained by the system beyond the back of the base.

40. (Currently Amended) The merchandising system of Claim [[25]] 39 wherein the ~~sides are not integrally formed with the base system may be used interchangeably with different sized shelving display systems without limiting an increased storage potential of a larger shelving display system by providing an adjustable storage space.~~

41. (Currently Amended) The merchandising system of Claim [[32]] 39 wherein the ~~arm is curved system has an expandable width for additional storage.~~